

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 USIA-15 /035 W
-----191228Z 095483 /12

R 191004Z JAN 77
FM AMEMBASSY BONN
TO SECSTATE WASHDC 4821
USDOC WASHDC
INFO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 02 BONN 01042

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: FY 77 COUNTRY COMMERCIAL PROGRAM (CCP)
FIRST QUARTER PROGRESS REPORT (OCTOBER -
DECEMBER 1976)

REF: 1976 BONN 18260

1. ALL RPT ALL CCP GOALS FOR FIRST QUARTER FY 77
HAVE BEEN SURPASSED. IN FIVE OF SEVEN FY 77
CAMPAIGNS ACHIEVEMENTS HAVE INDEED EXCEEDED TARGET

SET FOR FIRST TWO RPT TWO QUARTERS OF FY 77, AS
FOLLOWS:

CAMPAIGN	TRADE OPPORTUNITY REPORTS		
NUMBER	THEME	TARGET THROUGH	ACHIEVED
	SECOND	FIRST	
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	QUARTER	QUARTER
ONE	CONSUMER GOODS	200 210
FIVE	LAB INSTRUMENTATION	30 33
SIX	PROCESS CONTROLS	40 62
SEVEN	POLLUTION CONTROL	20 23.

2. DURING OCTOBER - DECEMBER 1976 E-C STAFF AT POSTS
IN WEST GERMANY AND BERLIN SENT 824 TRADE
OPPORTUNITY (TO) REPORTS TO USDOC AND AT LEAST 23
AGRICULTURAL TRADE OPPORTUNITY (ATO) REPORTS TO
USDA/FAS. DURING SAME PERIOD E-C STAFF AT POSTS MADE

1036 KEY PROSPECT CALLS (KPCS). DUSSELDORF WAS
PARTICULARLY ACTIVE IN MAKING 265 OUT-OF-OFFICE
BUSINESS VISITS.

3. OTHER POST CONTRIBUTIONS DESERVING SPECIAL MENTION
INCLUDE

A. BERLIN: EIGHT MAJOR PROJECT REPORTS - INCLUDING
HELPFUL SERIES ON SUB-CONTRACTING OPPORTUNITIES FOR NEW
MOSCOW AIRPORT.

B. FRANKFURT TOOK LEAD WHILE BREMEN, STUTTGART
AND OTHER POSTS STRONGLY SUPPORTED ORGANIZATION OF
GROUP VISIT BY 47 GERMAN BUSINESSMEN TO JANUARY
HOUSEWARES EXPOSITION IN CHICAGO UNDER FOREIGN BUYERS
PROGRAM (FBP). BERLIN ALSO MADE 20 FOLLOW-UP CALLS
IN SUPPORT OF FBP, WHILE STUTTGART DEVELOPED NEW FBP
BROCHURES OF WHICH 100 WERE MAILED TO LOCAL CHAMBERS
OF COMMERCE. DURING LAST THREE QUARTERS FY 77 EMBASSY
AND POSTS WILL CONTINUE EFFORTS MAKE FBP A LIVING
COMPONENT OF CCP PLANNING AND EXECUTION.

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 USIA-15 /035 W
-----191229Z 095517 /22

R 191004Z JAN 77
FM AMEMBASSY BONN
TO SECSTATE WASHDC 4822
USDOC WASHDC
INFO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

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C. HAMBURG (10) AND DUSSELDORF (13) WERE PARTICULARLY ACTIVE IN SUBMITTING AGRICULTURAL TRADE OPPORTUNITY (ATO) REPORTS.

D. MUNICH AND STUTTGART MADE IMPRESSIVE USE OF DISCRETIONARY TIME WHICH WAS LIMITED BY GROWING VOLUME OF EXPORT CONTROL CASES, TRADE COMPLAINTS AND VISITORS.

4. US TRADE CENTER FRANKFURT WAS CLOSED ON SCHEDULE 12/31/76. CENTER'S LAST BUSINESS SPONSORED PROMOTION (BSP) TOOK PLACE DECEMBER 14-17 FOR MINI COMPUTER SYSTEMS, INC. OF NEW CANAAN, CONNECTICUT.

5. IN SUMMARY VIGOR DISPLAYED BY GERMAN POSTS THROUGHOUT FY 76 (REFTEL) REMAINED IN EVIDENCE IN FIRST QUARTER FY 77. SPRECHTAGE, OUTSIDE CALLS, BUSINESS INFORMATION OFFICES (BIOS) AT FAIRS UNCLASSIFIED

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REMAINED PRINCIPAL PRODUCTIVE VEHICLES USED BY POSTS IN ORGANIZING DISCRETIONARY TIME AVAILABLE TO THEM. ALL POSTS MADE CONTINUOUS, CONSCIOUS EFFORT, WITHIN LIMITATIONS OF GEOGRAPHY, TO ORGANIZE SPRECHTAGE ON

BASIS OF CCP CAMPAIGNS.

6. ONLY POSSIBLE SOURCE OF CONCERN WITH FIRST QUARTER PERFORMANCE IS RELATIVELY SMALL NUMBER (522) OF FOREIGN TRADER INDEX (FTI) ENTRIES. ALTHOUGH CCP SETS NO QUARTER-BY-QUARTER GOALS, FTI TARGET FOR FULL YEAR IS 4,289 ENTRIES, INCLUDING MASS UPDATE OF 2,790 ENTRIES DATING FROM 1971. AS POSTS CHANNEL MORE FSL RESOURCES INTO THIS IMPORTANT PROJECT DURING REMAINING THREE QUARTERS FY 77, IT IS UNLIKELY THEY CAN MAINTAIN BLISTERING FIRST QUARTER PACE IN REGARD TO TOS, ATOS, OUT-OF-OFFICE CALLS AND OTHER CCP SELF-INITIATED ACTIVITIES. EMBASSY TAKES NOTE OF FACT THAT BERLIN AND DUSSELDORF ARE CURRENTLY SEEKING TO FILL KEY FSL VACANCIES CREATED BY RECENT RETIREMENTS WHILE STUTTGART CONTINUES TO REQUEST WITH STRONG EMBASSY SUPPORT, AUTHORIZATION FOR A NEW FSL CLERICAL POSITION TO KEEP UP WITH POST'S RAPIDLY GROWING WORKLOAD.
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition History: n/a
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Executive Order: N/A
Errors: N/A
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Litigation History:
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Secure: OPEN
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